



August 2016

Hospitality Hotline

Connecting the industry through
Advocacy, Education and Partnerships

News from...
SUSAN JONES,
EXECUTIVE DIRECTOR

OCHMRA Continues to Support Local Events

If you haven't checked out **SandFest**, make sure you do so this year. Sand sculptors will create works of art from massive mounds of sand from August 22-28. Our Association is happy to sponsor this wonderful family event which also features sand sculpting demos, contests and lots of free family fun!

OC BikeFest rolls into town soon ~ this year it is slated for September 15-18 and once again, our Association will be financially sponsoring the wonderful event! Volunteers will be needed to perform bar-back duty, so call us if you are interested.

Networking Dinners

With the summer speeding by us, it will soon be time for our dinner meetings again! These evenings offer a great chance to see old friends and meet new colleagues. We'd love to see you, so please mark your calendars.

November 17th
December 15th
January 19th
February 16th
April 20th

Hope you can join us!

Gearing up for a busy October

October will be a busy month, so we are letting you know about several events where we will collaboratively promote Shore craft beers and local restaurants. Additionally, we are encouraging hotels to develop overnight packages around these events.

The entire month of October is Shore Craft Beer Month

Restaurant Week is 10/9 - 10/23

OCtoberfest is on last two wknds 10/22-23 & 10/29-30

Shore Craft Beer Fest 10/29

As an attempt to increase business, increase the "buzz" around Fall in OC and highlight our local Shore craft beers throughout the month, we are asking our local Shore breweries to designate one of their beers as an "OCtoberfest" beer.

Here's where you come in.....a win-win for all of us ~ we would like our member bars and restaurants to:
carry these beers throughout the month of October so visitors and residents alike can try them and celebrate OCtoberfest with us, and pair at least one of these beers with food and make that a feature of your Restaurant Week participation.

Collectively, we will promote these events and your participation on ShoreCraftBeer.com, OceanCity.com, ShoreCraftBeerFest.com, on the State's website (with events only), and in our Restaurant Week promotions. We will also serve these OCtoberfest beers at the Shore Craft Beer Fest on 10/29 and promote any pairings restaurants did at the festival.

Please start thinking about if you could carry OCtoberfest beers during October and if you will want to pair one or more of these beers with food for Restaurant Week.

We will hold an OCtoberfest tasting event for any interested businesses in September ~ stay tuned for more info!



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VISIT OUR WEBSITE BY CLICKING HERE!



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By: Dr. George Ojie-Ahamiojie
Department Head and Associate Professor, Hotel-Motel-Restaurant Management, Wor-Wic Community College

“MOMENT OF TRUTH”

We interact with the guests and customers at different times during the course of our jobs. Most of the time, we meet their needs, and sometimes, we do not. The “Moment of Truth” is the point where customer service is either made or lost.

Managing moment of truth is the responsibility of both the managers and the employees. Below are a few examples of moments of truth:

When you first make eye contact with the guest!

As the customer approaches you, you make eye contact. As the customer continues to approach, did you continue to make that eye contact with a smile, and greet within 10 to 15 feet; or do you look away and pretend to be busy? If you do the former, you have made a positive moment of truth. But if you look away and pretend to be busy, you have lost the lust of customer service and created negative moment of truth.

When the customer complains to you!

Customers will always complain, and there is nothing anyone of us can do to stop it. However, we can handle it professionally and respond accordingly. When a customer complains to you about anything, did you listen, acknowledge, apologize, and fix the complaint? Or, did you become defensive and offer reasons for the problem? If you do the latter, you have lost the allure of customer service and created negative moment of truth.

The point customer service is lost!

Service can be lost at any point in the service chain. Imagine when a guest goes to the front desk and no one is there; or no one to greet the customer at the host stand? If these happen, you have lost the glamour of customer service. A guest or

customer should never approach unattended front desk or host stand.

The point customer service is made!

Think of a time you were walking from table to table in your restaurant, and you suddenly noticed a table trying to get the attention of their server. You walk down to know what they needed, and you fulfill their needs without telling the server or asking someone else. In doing so, customer service is made by showing your personal touch in attending to a customer need.

The point you just want to go home!

We know that the hospitality industry is a stressful industry. At the end of your shift, you next thing is to go home. Well, what if you are needed by your manager to stay for an hour or so to meet the needs of your operation? Did you agree or did you insist of going home? If you stayed, it is a positive moment of truth. So, customer service is not only to the external customer, it is also to internal customers (employer and fellow employees).

When the customer leaves your business!

When the customer leaves the business, did the customer leave satisfied with the service, or leaving unhappy for any reasons? You as a professional should be able to determine this by visiting the guest before leaving. If you do this, you would have accomplish an important moment of truth, by preserving the allure of your organization’s customer service culture.

The moment of truth is a small accomplishable goal. So, when was the last time you had a positive moment of truth made? Until next time, let the muzik play.....



Congrats to **Tom Quinn**, who was promoted from **Dunes Manor** Front Desk Manager to General Manager at **Hotel Monte Carlo and White Marlin Inn**. Welcome to **Angie Smythe**, who joins the team at the **Clarion Fontainebleau Resort** as their director of Catering and Convention Services.

Condolences to **Nancy Doffelmyer, Harrison Group Sales**, on the sudden loss of her beloved husband, **Chuck**. Our deepest sympathy to the **Red Sun** family on the loss of **Lucie Moore**. Condolences to **Mark Wagner, Ky West**, on the loss of his brother, **Curtis**.





BOARD MEMBER SPOTLIGHT: KAREN TOMASELLO

Karen Tomasello is the newest addition to the OCHMRA Board of Directors. Originally from Western Maryland, her vast experience in the restaurant industry began as a waitress at Tony's Pizza in the early 80's during her time at University of MD. Karen, her best friend and their roommate loved OC so much, they decided to transfer to Salisbury State. During that fall, she met Pino and the rest is history; they married in 1985. In addition to serving on the OCHMRA Board, Karen is on the Governors Work Force Investment Board and was recently asked to join the Greater OC Chamber Foundation. Additionally, she is always there to support local fundraisers. Karen and

Pino have spent many years working together in the restaurant business, spending 10 years at the family restaurant, Giovannis on 33rd, then Antipasti and 14 years at Fresco's. For the last year and 1/2, they have been at their newest venture as owners and operators of Sello's Italian Oven. She and Pino have 3 sons ranging from 18-27 who have all worked in the business during different times of their lives. Every winter they all try to go somewhere warm and relaxing to be together and regroup. In her spare time, Karen enjoys yoga, swimming and traveling. Here favorite thing about the restaurant industry, "I love seeing our regular local customers, it's as if I'm having a dinner party every night, it really does not feel like work!"

MD-PACE PROGRAM



MD-PACE (Maryland Property Assessed Clean Energy) financing is a program that has the potential to unlock capital for Ocean City's hotels and restaurants to carry out cost-saving energy upgrades installations. MD-PACE treats renewable energy technology and energy efficiency upgrades as a public benefit. Like other public benefit improvements such as sidewalks or sewers, by law, MD-PACE allows private capital providers to provide financing to commercial property owners for qualifying improvement projects, and to collect the repayment through annual or semi-annual surcharges on the property's tax bill.

By lowering a property energy expenses, PACE allows building owners to improve the value and competitiveness of their asset while ensuring compliance with energy and building codes. And with PACE, there are no upfront costs: PACE pays for 100% of a project and is repaid over longer terms (up to twenty years) in comparison to traditional financing. Eliminating upfront capital costs allows building owners to

quickly realize energy cost savings, which can be used to offset the annual surcharge payment, making these projects cash flow positive from day one.

Since 2010, over thirty states have introduced PACE, leading to over 500 commercial properties retrofitted with over \$211 million in PACE investment. The Maryland General Assembly introduced PACE in 2014. Under the Maryland statute, almost any commercial or industrial building including hotels, motels and restaurants are eligible. MD-PACE financing can be used to cover energy efficiency upgrades such as, but not limited to HVAC upgrades, high efficiency lighting equipment, building envelope improvements. Additionally, property owners can finance renewable energy equipment such as solar panels through this program.

If you are interested in helping bring MD-PACE to the shore, please contact info@md-pace.com



ADOPT YOUR STREET!

The Maryland Coastal Bays Program (MCBP) is partnering with the Ocean City Surf Club to extend the Adopt Your Beach Program from the beaches to the street of Ocean City by sponsoring the Adopt Your Street Program.

After its debut in March, Adopt Your Beach experienced an overwhelming response as residents, organizations and businesses adopted the majority of OC beaches. Ocean City's Green Team encouraged MCBP to reinstate their adopt a street program which was implemented in 2003 but had been discontinued due to staffing and program changes. Ocean City Council voted unanimously to approve the new Adopt a Street Program last week.

Adopt Your Street focuses on residents, businesses and organizations adopting city side streets to reduce litter that eventually enters into the coastal bays. By removing bay-bound litter from the streets, we improve the health of wildlife, our fellow humans, and the overall function of the bays. The ultimate program goal is to promote of pride and ownership of our resort and our waterways.

MCBP has already heard from a few residents that have been cleaning their streets for years. "For the past 8 years, I have prided myself on walking up and down the street I live on with a dustpan and broom and collecting trash at least a few times per week," states 62nd ocean block resident Doug Antos, adding "it really does make a difference. It's been my experience that over time, people do notice and at times individuals will come up and thank me. That in itself is payment that no amount of money can replace, and, this effort really does not take up much time at all. Some minutes of caring volunteerism with

this effort goes a very long way indeed."

For more information on this program and to sign up to adopt a street, visit the MCBP website at www.mdcoastalbays.org. The minimal commitment is to agree to four clean ups a year and to record what you have picked up during your clean up on the link located on the website. This data is entered into a database that tallies all of the Adopt Your Beach and Adopt Your Street clean ups.

MCBP is hoping that area homeowner associations and other organizations and even businesses will jump on the band-wagon to keep their streets clean and contribute to important data collection.

Part of the National Estuary Program, the Maryland Coastal Bays Program is a non-profit partnership among the towns of Ocean City and Berlin, Worcester County, the National Park Service, the U.S. Environmental Protection Agency, and the Maryland Departments of Natural Resources, Agriculture, Environment and Planning. The program works closely with Worcester County residents and local environmental groups to ensure the most practical strategies are pursued, implemented and monitored for success. For more information contact Sandi Smith at sandis@mdcoastalbays.org or by calling 410-213-2297 ext 106.



OCEAN CITY, MD WEDNESDAY, AUGUST 17TH 2016

Surfers Healing is the original surf camp for children with autism, and we've been serving the community since 1996. Yet what we offer isn't a 'cure', or even 'traditional' therapy. It's a completely different sensation and environment for our participants. We give individuals a chance to encounter the waves, to challenge themselves, to try something new. And since 1 in every 68 US children has an ASD (CDC report, March 2014), our work is more vital than ever.

Consider coming out to the **Castle in the Sand** beach and cheering on these great kids on this special day! It is a very moving experience!



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Reminder! Mark your Calendars!

This Thursday, Aug 4th
7-9pm

Sunset Park Party Nights

OCHMRA will co-sponsor OCDC's popular Sunset Park Party Night
with band British Invasion Experience.



Dr. Ernie Boger, HRM Students **Janiece Yates** & **Darrell Jones** take a moment to pose at the OC Lifesaving Museum during the **University of Maryland Eastern Shore** student breakfast briefing.

OC Tourism ladies (L to R) **Donna Abbott**, **Susan Jones**, **Melanie Pursel**, & **Lisa Challenger** welcomed **Wini Roche** (second from right), **MD Tourism Coalition Director** to OC.



Caitlin Evans, Hospitality & Tourism Management Instructor at the **Worcester Technical High School**, Newark MD, **Lynne Williams**, Virginia Beach Teacher, **Diana Burke**, the Director of the **Virginia Beach Hotel Association**, and **Susan Jones**, Executive Director of **OCHMRA** pictured on the balcony at the **Courtyard** during their brainstorming session.